



InvestHK

The Government of the
Hong Kong Special Administrative Region
of the People's Republic of China

Ms Loretta Lee

**Associate Director-General of Investment Promotion, Invest Hong Kong
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China**



InvestHK is the HKSAR Government's dedicated investment promotion agency, providing customised, confidential and free support for companies to establish and expand in Hong Kong and to use the city as a platform for outbound investment. It delivers sector-specific advice, coordinates with relevant government bodies and professional service providers, and offers ongoing aftercare to foster sustained inward and outward business growth. InvestHK also works closely with other government departments to reflect investor feedback in policy design, strengthen the overall business environment and enhance Hong Kong's competitiveness as an international investment hub.

Ms Lee is responsible for **Global Network and "Go Global"** initiatives, and oversees the following teams at the InvestHK headquarters:

- Global Connect
- China Markets
- International Markets, Consulates and Chambers

Ms Lee also leads InvestHK's 30 overseas and 5 Mainland offices, which are dedicated to providing a one-stop service for companies from all over the world to establish or expand their business in Hong Kong and further explore business opportunities through the city.

Bringing over 20 years of experience in Mainland affairs, Ms Lee spearheads high-level engagement with central, provincial, and municipal government authorities, as well as key Chinese trade and economic institutions. She has cultivated an extensive and influential network of public and private sector partners across major economic regions in the Chinese Mainland. Leveraging the Greater Bay Area's business strengths and investment environment, she helps Mainland companies go global via Hong Kong. Concurrently, she promotes the GBA's opportunities to

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overseas companies, encouraging them to utilize Hong Kong as a strategic gateway into the Chinese Mainland and the wider Asian market to drive two-way investment and attract more international and Mainland companies to the city.

Prior to joining InvestHK, Ms Lee worked at the Australian Trade Commission, where she was responsible for investment promotion across Hong Kong and the South China region.

Ms Lee holds a Master of Business Administration from the University of Melbourne, Australia.

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